What is claimed is:

1. A method for decreasing the amount of a first analyte in a biological fluid that is capable of binding to a first capture reagent immobilized on a solid support without decreasing the amount of a second analyte in said biological fluid that is capable of binding to a second capture reagent immobilized on said solid support, the method comprising contacting said biological fluid with said first capture reagent free in solution.

2. The method of claim 1 wherein said first capture reagent is an antibody.

3. The method of claim 1 wherein said first capture reagent is a nucleic acid ligand.

4. The method of claim 1 wherein said first analyte is a protein.

5. The method of claim 1 wherein the dissociation constant, K_d, of said first analyte for said first capture reagent is greater than the concentration, C_s, of said first capture reagent immobilized on said solid support, and wherein the concentration of said first capture reagent free in solution is greater than said dissociation constant.

6. The method of claim 5 wherein the concentration of said first capture reagent free in solution is about ten-fold greater than said dissociation constant.

7. The method of claim 1 wherein the dissociation constant, K_d, of said first analyte for said first capture reagent is less than the concentration, C_s, of said first capture reagent immobilized on said solid support, and wherein the concentration of said first capture reagent free in solution is greater than C_s.

8. The method of claim 7 wherein the concentration of said first capture reagent free in solution is about ten-fold greater than C_s.

9. A method for increasing the saturation point for an analyte of a capture reagent immobilized on a solid support, the method comprising contacting said solid support with said capture reagent free in solution.

10. A method for determining the concentration of an analyte in a biological fluid, the method comprising:

a) providing a first quantity of a capture reagent capable of binding to said analyte, wherein said first quantity of said capture reagent is immobilized on a solid support;

b) contacting said solid support with a mixture comprising said biological fluid and a second quantity of said capture reagent;

c) measuring the amount of said analyte bound to said first quantity of capture reagent; and

d) calculating the concentration of said analyte in said biological fluid based on the measurement made in step c), the concentration of said second quantity of said capture reagent in the mixture of step b), and the K_d of said capture reagent.

11. A method for lowering the nonspecific binding of an analyte in a biological fluid to a non-cognate capture reagent immobilized on a solid support, the method comprising contacting said biological fluid with a capture reagent capable of specifically binding to said analyte, wherein said capture reagent capable of specifically binding to said analyte is free in solution in said biological fluid.

12. A method for increasing the effective concentration of a capture reagent immobilized on a solid support, the method comprising contacting said solid support with said capture reagent free in solution.